



The Mico University College
DO IT WITH THY MIGHT

USE OF MARKS REGULATIONS

EFFECTIVE: SEPT 2019

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The Mico University College

USE OF MARKS REGULATIONS

Office of Accountability:	Office of the President
Office of Administrative Responsibility:	Office of the President
Document Number:	
Date Regulation Created:	
Effective Date of Regulation:	
Regulation Prepared by:	
Position of Regulation Preparer:	
Date of This Revision:	September 2019
Date Accepted by Executive Management Committee:	
Authorized by:	President and Chairman of Executive Management Committee
Date Approved by the Board of Directors:	
Authorized by:	Pro-Chancellor and Chairman of the Board
	Chairman of the Sub-Committee
Version:	01
Web Location of Document (Latest Version):	
https://themico.edu.jm/oqa/documents/policies/Use%20of%20Marks%20Regulations.pdf	
DRAFT	

**CHANGE HISTORY**

DATE OF CHANGE	NATURE OF CHANGE	REVIEWER(S)
July 2019	Revised introduction	S. Dowding
August 2019	New sections on brand name, font face, colours and co-branding	R. Wright

For more information about policy development, consult the Policy Formulation and Management Policy on The Mico website at themico.edu.jm/policies.



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INTRODUCTION

The University College's official institutional wordmarks, crest, symbols, images, photographs and other identifying marks are trademarks, service marks, or other forms of intellectual property (collectively, "marks") that are owned by the Trustees of the Mico University College, through the Board of Directors of the Mico University College on behalf of the University College. The University College therefore forbids any unauthorised use of its "marks". The Registrar as Secretary to the Board of Directors or his designee shall have responsibility for the use of the marks. In these regulations "his" is taken to mean "masculine or feminine".

These regulations have been developed to provide the guidelines for the use of the institution's "marks" and shall apply to all staff members or students who may wish use the University College's "marks".

SECTION I - THE UNIVERSITY COLLEGE'S NAME

The name of the University College was derived from The Lady Mico Charity which in 1836 began the establishment of four teacher training institutions and hundreds of elementary schools in the British Colonies i.e. in the West Indies, Mauritius and Seychelles. The Mico University College, Jamaica, is the only remaining institution today. The Lady Mico Charity eventually became "The Lady Mico Trust", the official owner of "The Mico's" Name and Brand. The Name and Brand however are managed by the Board and Management of the institution.

1. USE OF 'THE MICO' NAME

- 1.1 The name, brand and other marks of the University College shall only be used with the expressed written permission of authorized officers of the institution i.e. the President and/or the Registrar.

2. USE OF 'MARKS'

- 2.1 The "marks" are for the official use of the Mico University College and shall therefore only be used with authorization and in no way should be deleterious to the image and reputation of the University College.
- 2.2 The Seal of the University College shall be used as prescribed in the *Scheme of Arrangements*.
- 2.3 The University College "Marks" (including the name and wordmark, crest and images) may be used by authorized Departments, Administrative Units and Approved Student Organizations:



- a) on internal publications and other non-commercial items (i.e., posters, books, slides, university webpages, etc.) as long as the use conforms to the regulations contained herein.
- b) on external publications that are non-commercial in nature, only after securing written permission from the Registrar or designee.
- c) on external publications of a commercial nature, only after securing written permission from the Office of the President.

In all instances the use must conform to the established design specifications as outlined in

3. PROHIBITION FOR USING THE “MARKS”

- 3.1 The University College’s “marks” shall not be used:
 - i) To or in conflict with any University College policy;
 - ii) To negatively portray the institution or its agencies
 - iii) To berate or otherwise negatively affect the University College’s reputation;
 - iv) In relation to obscene, indecent, profane, immoral or otherwise corrupt material;
 - v) To ridicule, exploit, or demean any individual whether internal or external to the institution on the basis of age, colour, creed, handicap, nationality; race, religion, sex, sexual orientation, or other personal characteristic; or
 - vi) To promote products deleterious to health and safety e.g. tobacco, alcohol etc.
- 3.2 The University College’s employees may not the use University College’s marks for personal purposes or use their affiliation with the University College in any manner which suggests or implies that the University College supports or endorses any company, product, political candidate or position regarding public policies, political movement, activity or program. An employee may use the University College’s name in making a true and accurate statement of his/her relationship with, or employment by, the Mico University College.
- 3.3 The University College’s “marks” shall not be used by non-University entities, or in connection with non-University products or services, without institutional approval. No department, unit, employee, student other than the Registrar of the University College is authorized to approve or consent to the use of University College’s marks by a non-University entity. If however, approval is given for the use of the University College marks by a non-University entity, the entity must comply with the University College’s regulations and the approval shall be subject to review.



- 3.4 The “marks” shall not be altered in any way and therefore no department, unit, employee or student of the University College shall use or develop any variations of University College’s marks without prior written authorization from the Pro-Chancellor or designee.

SECTION II - THE UNIVERSITY COLLEGE STATIONERY

The University College “stationery” for the purposes of these regulations is taken to mean letterheads, envelopes, receipt books and all other University College paper material that bears the Crest of the institution or otherwise identifies it as being the product or containing official content of the institution, which is used to conduct the business of The Mico University College, with stakeholders both internal and external to the institution.

4. LEGAL REQUIREMENTS FOR THE LETTERHEAD

- 4.1 The “Letterhead” shall display the “The Mico University College” wordmark, the registered address, the post office box address, and the institution’s contact information, to include: the telephone number, facsimile number, e-mail address and website.
- 4.2 The “Letterhead” shall also display the wordmark and positions of the chief officers of the University College.
- 4.3 The Letterhead or stationery items shall not be altered in any way; therefore no individual names and addresses shall be added; the crest shall not be altered in anyway; and there shall be no additional logos on any stationery item unless there is authorization from the Board of Directors.

5. USE OF THE LETTERHEAD

- 5.1 The permissible use of the letterhead is only for correspondence pertaining to official matters usually with external stakeholders and where applicable within the University College in relation to its Faculties, Departments, Institutes or Schools.
- 5.2 The University College’s letterhead, wordmark, address, crest or other “marks” shall not be used in a manner that suggests that personal business or other personal activity is being done for, as part of, or on behalf of the University College. Therefore correspondence for any personal business activity shall not be written on the University College’s letterhead.
- 5.3 The University College’s address shall not be provided as an address of record for an unrelated business.
- 5.4 No student shall be allowed to use the “Letterhead” without the expressed authorization from the Registrar; if granted, all regulations regarding its use shall apply.



- 5.5 The letterhead shall not be used by any individual in a personal capacity, to include but not limited to:
- a) Submitting articles/letters to a media outlet: Any submission in this regard represents a personal opinion and the use of the University College's letterhead could create the perception that the employee's opinion on the issue is also the position of the institution. It is acceptable for the individual to indicate that he/she is employed by the university.
 - b) Expression of Political Opinions: A University College employee is free to express his/her personal opinion on political matters especially in relation to higher education. However, letters sent to any representative of the state in this regard should be sent on the employee's personal stationery, not on the University College letterhead.
 - c) Soliciting contributions of any kind: University College employees shall not use the letterhead to solicit contributions or benefits from any entity external to the Mico University College unless specifically authorized to do so.
 - d) Inviting speakers to a non-university function: Employees of the Mico University College are encouraged to be active in community organizations outside of the University College. However, the institution's letterhead shall not be used to invite speakers to a meeting or for any other type correspondence having to do with the outside organization, where the University College is not making the invitation.
 - e) Article or book publications: A faculty or staff member who is publishing a book or article in his field of expertise may, with permission, use the stationery of The Mico University College for business correspondence related to the publication. If the publication is unrelated to the employee's scope of employment and not based on scholarly activity, then the University College's letterhead shall not be used for correspondence.
 - f) Writing personal recommendations: Personal recommendations are referred to as those letters which speak to the character of another individual, known to a member of the community by way of personal relationship. The letterhead can, however be used for writing professional recommendations, which speak to the character of another individual known by way of interaction within a professional capacity, provided at least one of the following situations apply (and a copy of the letter is retained on file):



- i) An academic staff member writing a recommendation letter for a student that he/she has taught or is well acquainted with through their capacity as a lecturer;
- ii) A department supervisor or other senior administrative staff writing a recommendation letter for a member of staff that he/she directly supervises or is well-acquainted with through professional interaction at The Mico;
- iii) The Human Resources Director or designee writing a recommendation letter for any member of staff.
- iv) The Bursar, Campus Registrar or Director of Students Services writing a letter to another institution attesting to the enrolment, registration status or financial status of any current or past student of the institution.

SECTION III - THE UNIVERSITY COLLEGE SEAL

The University College Seal is an embossed crest produced by a hand-held embosser that is placed on particular documents to certify that they are genuine and an official output of the institution. The primary use of the seal is to establish the authenticity of degrees, diplomas, certificates, transcripts and other academic record. It is also used on presidential correspondence and in ceremonial occasions.

Only the Registrar is authorized to use the seal, or to approve the use of the seal.

SECTION III - THE UNIVERSITY COLLEGE CREST

The University College Crest consists of **(description)**...

SECTION V - BRAND PRESENTATION

The Mico University College's crest is the main graphical representation of the University College; it is the symbol of the institution and denotes its brand and therefore must be consistent across all mediums. The institution's wordmark written in the prescribed font is the main textual representation of the institution's brand. With regards to the presentation of the institution's crest, wordmark and other elements of its brand identity, these shall be used in accordance with the following design specifications:



6. BRAND NAME

- 6.1 The wording of the institution’s name must always be stated as “The Mico University College” or “The Mico”, where appropriate.
- 6.2 The word “The” must always be present in textual and graphical references to the institution and it shall always appear with a capital “T”.

7. BRAND LANGUAGE




- 7.1 When used in announcements, captions, posters or banners etc., the use of the brand name in the phrasing should bring prominence to the institution and its departments, in that order.
- 7.2 It is preferred that in the case of press releases, media advisories and other media output, the text leads with the phrase “the mico university college...”, or “the mico...”.

8. FONT FACE

- 8.1 The words “The Mico University College” must always appear in the prescribed font when used as part of the crest or in combination with the crest. Alternative fonts are acceptable for use when the institution’s name appears in-text or without the crest.
- 8.2 The prescribed font for the institution’s wordmark is Old English MT – Regular – Version 1.55 (See Character Map in Appendix).
- 8.3 The font for the institution’s motto (when it appears alongside the crest or the institution’s wordmark) must be simple script (See Sample in Appendix II – Vertical Version B, and Horizontal Version B).
- 8.4 Appropriate alternate fonts can be used for the institution name and the motto when it appears alone or in-text.

9. COLOURS

- 9.1 The official colours of the institution and the main colour features of the crest are Black, Mustard and White. The industry-recognized colour values for these colours are:

COLOUR	SAMPLE	PANTONE	RGB	HEX/HTML	CMYK
Black			0,0,0	000000	0,0,0,100
Mustard		1235c	255,184,28	FFB81C	0,31,98,0
White			255,255,255	FFFFFF	0,0,0,0



10. PLACEMENT & SCALING

The placement of the crest must always ensure visibility, recognition and legibility of all features.

- 10.1 The height of the crest can be modified depending on the application, however:
- a) It must never appear less than half-inch in height in any printed material;
 - b) The height of the crest shall not be less than one-third the height of the largest text on the canvas on which it is produced;
 - c) It must never appear less than thirty-six pixels in height in digital applications; and
 - d) Scaling shall be proportionate so that the crest maintains its relative height and width as it is enlarged or reduced.
- 10.2 The height of the words “The Mico University College” should not be less than 1/3 that of the crest on any canvas.
- 10.3 The crest can be used in combination with any or all of the following:
- e) The Mico name “The Mico University College”
 - f) The Mico motto “Do it with thy might”
- 10.4 The institution’s wordmark and crest may be used in any position as in Appendix II.
- 10.5 It is preferred that the name of the institution is not broken across several lines when used in combination with the crest i.e., save for on brochures or other output with large margins or a very narrow canvas, it should preferably appear in one line.
- 10.6 The crest and wordmark can appear along any margin of the page as long as its appearance and impact is in keeping with the other clauses of this regulation.
- 10.7 The crest must appear with an exclusion zone, wherein no competing text or other graphic is present.
- 10.8 The crest and wordmark must not be distorted or altered in its standard appearance by rotating, tilting, blurring, outlining, shadowing, embossing or engraving.
- 10.9 Overlays are not permitted (i.e., the crest shall not be intermixed with other graphic elements such that they appear as one in the same).
- 10.10 No graphical or textual elements must be omitted from the crest; and no elements must be added to it or in an area so close to it that these elements appear to be part of it.



- 10.11 Superimposition of the crest is permitted, when placed over another graphical element of minimalist design such that the crest is clearly visible. For example, altering a photo by artificially adding the crest to an area, where it was not originally present is allowed; provided that the placement of the crest on that picture is in an area of plain design and allows full visibility of the crest (and the institution's wordmark, if also used).
- 10.12 When used alone, the crest shall be the same size as other logos that appear on the canvas unless otherwise dictated by a guiding terms of reference (See Co-Branding, below).
- 10.13 When used directly beside or in close placement to other logos, the crest shall be scaled to occupy approximately the same area as its neighbour.

11. CO-BRANDING

Co-branding is a situation in which crest and wordmark of The Mico University College must appear alongside the brand elements of another entity, such as another institution, a department within the institution, an agency of the government or other government itself, a corporate entity or other private interest. This situation commonly arises when The Mico is a co-sponsor to an event, program or project. In such situations, the following co-branding principles shall apply.

11.1 Co-branding with entities external to The Mico

Where the co-branding entity is external to The Mico, the Terms of Reference (TOR), Memorandum of Understanding (MoU) or other document which establishes the relationship with that entity shall guide the branding requirements. Where these details are being negotiated or in instances where The Mico is the main/leading sponsor, then the following principles shall apply:

- 11.1.1 The Mico wordmark and crest shall appear in the most prominent position on the canvas.
- 11.1.2 All reports and textual references to the event, program or project shall prominently mention the wordmark of the institution as stipulated in *Brand Language*, above

11.2 Co-branding with entities internal to The Mico

While various internal entities such as departments, schools and institutes may have an independent logo, if it is used alongside The Mico wordmark and crest, the latter must appear in the most prominent position in relation the department's branding.



Appendix I

Old English Text MT – ASCII Character Map¹

Formatting: Regular Formatting

Font Version: 1.55

A	B	C	D	E	F	G	H	I	J	K	L	M
A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
N	O	P	Q	R	S	T	U	V	W	X	Y	Z





a	b	c	d	e	f	g	h	i	j	k	l	m
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
n	o	p	q	r	s	t	u	v	w	x	y	z

0	1	2	3	4	5	6	7	8	9
0	1	2	3	4	5	6	7	8	9

)	!	@	#	\$	%	^	&	*	(
)	!	@	#	\$	%	^	&	*	(
,	.	/	;	'	[<	?	"	}
,	.	/	;	'	[<	?	"	}

¹ Source: <https://www.wfonts.com/font/old-english-text-mt>

Appendix II

Layout	Description	Example
Vertical Version A	<i>The institution's wordmark is centre aligned to the bottom of the crest.</i>	 The Mico University College
Vertical Version B	<i>The crest is centred above the institution's wordmark. The motto is centre justified and appears in plain lettering.</i>	 The Mico University College Do it with thy might
Horizontal Version A	<i>The institution's wordmark is positioned to the right of the crest and aligned between the top and bottom of the crest.</i>	 The Mico University College
Horizontal Version B	<i>The institution's wordmark and the motto are both included and as positioned to the right of the crest and aligned between the top and bottom of the crest.</i>	 The Mico University College Do it with thy might